

PD-201129

WHAT IS CLAIMED IS:

1. A system for aircraft multimedia distribution, comprising:
 - a multimedia server provided within an aircraft of an airline; and
 - a multimedia communications network within said aircraft coupled to said multimedia server; and

wherein said multimedia server is configured to distribute, over said aircraft multimedia communications network, multimedia in-flight to a device of a passenger for at least one of viewing, listening and purchasing by said passenger.
2. The system of claim 1, wherein said multimedia comprises one of streaming video, streaming audio, video for download, audio for download, software, games, digital literary works, data, sports statistics, trivia, encyclopedia information, served software applications and graphical images.
3. The system of claim 1, wherein said device comprises one of a laptop computer, a palmtop computer, moving pictures experts group (MPEG) audio layer 3 (MP3) player, and a personal digital assistant (PDA).
4. The system of claim 1, wherein said multimedia communications network comprises one of an Ethernet communications network, and an IEEE 1394 communications network.
5. The system of claim 1, wherein said multimedia server is configured to distribute said multimedia in-flight to said device of said passenger via a network interface device coupled between said device of said passenger and said multimedia communications network.
6. The system of claim 5, wherein said multimedia is one of encrypted and compressed, and

said network interface device comprises one of a custom device and plug-in device configured to one of decrypt and decompress said multimedia.
7. The system of claim 5, wherein said network interface device is one of proprietary and specific to said airline.
8. The system of claim 1, wherein said multimedia server is configured to distribute said multimedia in-flight to said device of said passenger via software device stored on said device of said passenger.
9. The system of claim 8, wherein said multimedia is one of encrypted and compressed, and

PD-201129

said software device comprises one of a custom software device and plug-in software device configured to one of decrypt and decompress said multimedia.

10. The system of claim 8, wherein said software device is one of proprietary and specific to said airline.

11. The system of claim 1, wherein said multimedia server is configured to distribute simultaneously said multimedia in multiple streams to said device of said passenger.

12. The system of claim 11, wherein said multimedia server is configured to provide a menu on said device of said passenger for selection of one or more of said multiple streams of said multimedia.

13. The system of claim 1, further comprising:

an airline server coupled to said multimedia server via a server communications network and configured to transmit, over said server communications network, said multimedia to said multimedia server.

14. The system of claim 13, wherein said airline server is configured to communicate with said device of said passenger via a passenger communications network to provide pre-flight functions with respect to the in-flight multimedia distribution.

15. The system of claim 14, wherein said passenger communications network comprises the Internet.

16. The system of claim 14, wherein said pre-flight functions comprise one of selection of said multimedia for in-flight distribution, previewing of said multimedia for said in-flight distribution, and downloading of a software device to enable said in-flight distribution of said multimedia.

17. The system of claim 16, wherein said software device is one of proprietary and specific to said airline.

18. The system of claim 13, wherein said airline server is configured to communicate with said device of said passenger via a passenger communications network to provide post-flight functions with respect to the in-flight multimedia distribution.

19. The system of claim 18, wherein said post-flight functions comprise organizing said multimedia for selection by said passenger.

20. The system of claim 13, wherein said airline server is configured to provide copies of said multimedia to said passenger on one of CD ROM, DVD and video CD (VCD) based on a selection by said passenger.

21. The system of claim 13, wherein said airline server is configured to provide

PD-201129

copies of said multimedia to said passenger via download to said device of said passenger based on a selection by said passenger.

22. The system of claim 1, wherein said multimedia server is configured to store passenger-specific information relating to one of a multimedia selection history for said passenger and demographic information for said passenger.

23. The system of claim 22, wherein said multimedia server is configured to distribute said multimedia based on said passenger-specific information.

24. The system of claim 22, wherein said multimedia server is configured to distribute passenger-specific advertisements included in said multimedia based on said passenger-specific information.

25. The system of claim 22, wherein said passenger-specific information is provided to said airline as a new marketable asset.

26. The system of claim 24, wherein said advertisements are provided to said airline as part of a co-marketing agreement.

27. A method for aircraft multimedia distribution, comprising:
providing a multimedia server within an aircraft of an airline; and
coupling a multimedia communications network within said aircraft to said multimedia server; and

distributing, via said multimedia server, over said aircraft multimedia communications network, multimedia in-flight to a device of a passenger for at least one of viewing, listening and purchasing by said passenger.

28. The method of claim 27, wherein said multimedia comprises one of streaming video, streaming audio, video for download, audio for download, software, games, digital literary works, data, sports statistics, trivia, encyclopedia information, served software applications and graphical images.

29. The method of claim 27, wherein said device comprises one of a laptop computer, a palmtop computer, moving pictures experts group (MPEG) audio layer 3 (MP3) player, and a personal digital assistant (PDA).

30. The method of claim 27, wherein said multimedia communications network comprises one of an Ethernet communications network, and an IEEE 1394 communications network.

31. The method of claim 27, further comprising:
distributing, via said multimedia server, said multimedia in-flight to said device of

PD-201129

said passenger via a network interface device coupled between said device of said passenger and said multimedia communications network.

32. The method of claim 31, further comprising:
 - one of encrypting and compressing said multimedia,
wherein said network interface device comprises one of a custom device and plug-in device configured to one of decrypt and decompress said multimedia.
33. The method of claim 31, wherein said network interface device is one of proprietary and specific to said airline.
34. The method of claim 27, further comprising:
distributing, via said multimedia server, said multimedia in-flight to said device of said passenger via software device stored on said device of said passenger.
35. The method of claim 34, further comprising:
 - one of encrypting and compressing said multimedia,
wherein said software device comprises one of a custom software device and plug-in software device configured to one of decrypt and decompress said multimedia.
36. The method of claim 34, wherein said software device is one of proprietary and specific to said airline.
37. The method of claim 27, further comprising:
distributing simultaneously, via said multimedia server, said multimedia in multiple streams to said device of said passenger.
38. The method of claim 37, further comprising:
providing via said multimedia server, a menu on said device of said passenger for selection of one or more of said multiple streams of said multimedia.
39. The method of claim 27, further comprising:
transmitting, via an airline server coupled to said multimedia server via a server communications network, said multimedia to said multimedia server.
40. The method of claim 39, further comprising:
communicating, via said airline server, with said device of said passenger via a passenger communications network to provide pre-flight functions with respect to the in-flight multimedia distribution.
41. The method of claim 40, wherein said passenger communications network comprises the Internet.
42. The method of claim 40, wherein said pre-flight functions comprise one of

PD-201129

selection of said multimedia for in-flight distribution, previewing of said multimedia for said in-flight distribution, and downloading of a software device to enable said in-flight distribution of said multimedia.

43. The method of claim 42, wherein said software device is one of proprietary and specific to said airline.

44. The method of claim 39, further comprising:

communicating, via said airline server, with said device of said passenger via a passenger communications network to provide post-flight functions with respect to the in-flight multimedia distribution.

45. The method of claim 44, wherein said post-flight functions comprise organizing said multimedia for selection by said passenger.

46. The method of claim 39, further comprising:

providing, via said airline server, copies of said multimedia to said passenger on one of CD ROM, DVD and video CD (VCD) based on a selection by said passenger.

47. The method of claim 39, further comprising:

providing, via said airline server, copies of said multimedia to said passenger via download to said device of said passenger based on a selection by said passenger.

48. The method of claim 27, further comprising:

storing, via said multimedia server, passenger-specific information relating to one of a multimedia selection history for said passenger and demographic information for said passenger.

49. The method of claim 48, further comprising:

distributing, via said multimedia server, said multimedia based on said passenger-specific information.

50. The method of claim 48, further comprising:

distributing, via said multimedia server, passenger-specific advertisements included in said multimedia based on said passenger-specific information.

51. The method of claim 48, further comprising:

providing said passenger-specific information to said airline as a new marketable asset.

52. The method of claim 50, further comprising:

providing said advertisements to said airline as part of a co-marketing agreement.

53. A computer-readable medium carrying one or more sequences of one or more

PD-201129

instructions for aircraft multimedia distribution, the one or more sequences of one or more instructions including instructions which, when executed by one or more processors, cause the one or more processors to perform the steps recited in any one of claims 27-52.

54. A system for aircraft multimedia distribution, comprising:

means for providing a multimedia server within an aircraft of an airline; and

means for coupling a multimedia communications network within said aircraft to said multimedia server; and

means for distributing, via said multimedia server, over said aircraft multimedia communications network, multimedia in-flight to a device of a passenger for at least one of viewing, listening and purchasing by said passenger.

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